



FINAL REPORT:

**A STUDY ON CONSUMERS NEEDS AMONG INDONESIAN
MIGRANT TOWARDS CELCOM INTERNATIONAL BUSINESS
DIVISION**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, Ammei Asraf Binti Ab.Ghani, (860513-56-5964)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

3th November 2009

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY ON CONSUMER NEEDS AMONG INDONESIAN MIGRANT TOWARDS CELCOM INTERNATIONAL BUSINESS DIVISION" to fulfill the requirement as needed by the faculty.

Thank you.

Yours sincerely,

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ABSTRACT

As a telecommunication company, customers are the most importance key in the Celcom Malaysia Bhd as the business nature. The satisfaction of the customer will ensure the business growth and the strengths to compete with other rivals in the market.

Based on this believe, this study was conducted which is to know whether Celcom Malaysia Bhd is fulfilling the customer needs especially migrants in their life. For the Chapter 1 explains the introduction of the case study. Chapter 2 is explaining the background of study, while Chapter 3 identifies the issue/problem identification. In Chapter 4 will discuss the literature review and the chapter is Chapter 5 will share the research methodology, followed by finding and lastly conclusion and recommendation.

The finding shows the migrants are not satisfied with the services provide by Celcom and Celcom need to take an action to overcome the dissatisfaction among the migrants as migrants are their main target market.

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